



Foundation Giving in Solano County and the Bay Area

2018 Update



AUGUST 2018



*Helping People
Build Better Communities*

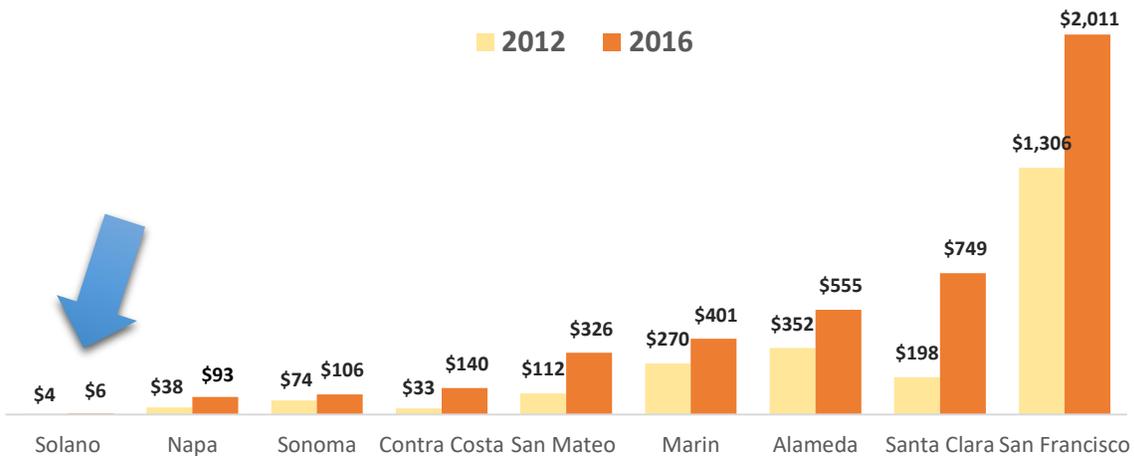
Executive Summary

In 2016, Applied Survey Research conducted a study titled *Foundation Giving in the Bay Area: Who wins, and who’s left behind*, which found that Solano County was substantially under-resourced compared to the other eight counties in the region. The data revealed that in 2012, just \$3¹ per capita in foundation funding was received in Solano County – an amount unchanged since 2006 – while per capita foundation funding for other Bay Area counties ranged from \$22 to over \$1,000 per person. The current report provides an update on foundation giving and describes developments in the county that have taken place since the release of the last report over 2 years ago.

Strong growth in foundation revenue has yet to reach Solano County.

In 2016, Solano County was awarded the fewest grant dollars in the Bay Area region, receiving less than 7% of the amount received by the next least resourced county (Napa) and less than 1% of the amount received by the highest resourced county (San Francisco). In that year, Solano County agencies received just \$6 per capita in foundation grants, compared to \$93 per capita in Napa County. Strong gains in foundation funding were observed from 2012 to 2016 across the Bay Area, but these gains were slow to reach Solano County.

Figure A. Foundation Dollars Received Per Capita, 2012 and 2016



The gap between counties’ per capita funding is continuing to widen.

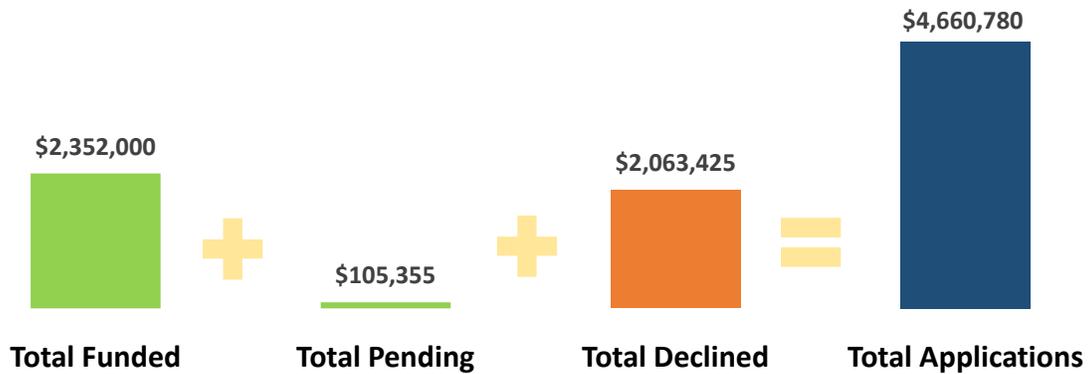
Solano County’s per capita foundation funding increased by approximately 46% between 2012 and 2016 (from about \$4.03 per capita to \$5.88 per capita). In contrast, foundation funding per capita in other Bay Area counties has increased by as much as 321% in the same 4-year period, with the average growth being 84%. Foundation funding gaps between counties particularly widened from 2012 to 2016, suggesting that the rising tide of the rebounding economy has yet to reach Solano.

¹ The Foundation Center updates their database weekly with corrected tax information; the most recent data shows that foundation spending per capita was \$4 in 2012, as not \$3 as had been reported in earlier data.

Solano County partners stepped up outreach, alignment and partnerships with Bay Area foundations.

In 2016, Bay Area foundations advised that Solano County needs to “get on their radar” and to seek “relationships based on aligned priorities,” and not just “funding.” Since that time, county leaders have taken action on the recommendations surfaced in the 2016 report, seeking stronger relationships with foundations, communicating the needs of the county, improving the capacity of nonprofits to fundraise, and pursuing systems change approaches. To raise the profile of Solano County and illustrate opportunities for such partnerships, a Funders Packet was prepared, which included the 2016 *Foundation Giving* report, a county data snapshot, and county profiles that listed Solano County’s needs, existing assets, and funding opportunities. County leadership has partnered with the Northern California Grantmakers to conduct quarterly convenings of Bay Area funders to review Solano’s particular needs. In addition, Solano agency leaders and non-profit partners have met with numerous funders, and submitted grant applications and letters of interest to philanthropic organizations. New partnerships have since been formed with Kaiser Permanente, Tipping Point Emergency Relief Fund, Walter S. Johnson Foundation, Yocha Dee Wintun Nation, and Zellerbach Family Foundation. As a result of these relationships, nearly \$2.5 million in new funding for Solano County has been secured since 2016.

Figure B. Outcome of Fundraising Efforts by First 5 Solano and Other Partners, 2016-2018



In conclusion, the findings from this update to the 2016 *Foundation Giving* study suggest Solano continues to be under-resourced relative to other Bay Area counties, despite having high levels of family poverty. However, the steps taken by Solano agency leaders to raise the county’s visibility and bring in more funding have yielded early successes, including several large grants to address nonprofit capacity and health and social service needs. These are important developments that may begin to close the regional funding gap and attract the resources needed to support Solano’s residents.

Introduction

In 2016, Applied Survey Research conducted a study on foundation giving in the Bay Area, *Foundation Giving in the Bay Area: Who wins, and who’s left behind*, which found that Solano County was substantially under-resourced compared to the other eight counties in the region (San Francisco, Alameda, Marin, Santa Clara, San Mateo, Sonoma, Contra Costa, and Napa) in terms of foundation grants received. The data revealed that in 2012, just \$3² per capita in foundation funding was received in Solano County – an amount unchanged since 2006 – while per capita foundation funding for other Bay Area counties ranged from \$22 to over \$1,000 per person.

The study found that the low amount of funding for Solano County was partly attributable to the comparatively few grantmakers and nonprofits headquartered in the county, and the fact that Solano wasn’t “on the radar” of foundations headquartered outside of the county. In addition, the study found that nonprofits in Solano lacked relationships with foundations, as well as the capacity to apply for grants and be competitive in the application process. The report also included recommendations from foundation program officers regarding steps Solano could take to attract foundation dollars. Since the release of the report, Solano agency leaders have acted on the study’s recommendations and deepened their relationships with foundations. This report provides a brief update on foundation giving in Solano relative to other Bay Area counties and describes developments in the county that have taken place since the release of the 2016 report.³

Trends in Foundation Giving

Solano County continues to receive the least amount of foundation funding.

Between 2006 and 2016, \$26.3 billion in grants were given by foundations to agencies in the Bay Area. The majority of this funding went to San Francisco, Santa Clara, and Alameda Counties, with Solano County receiving significantly less foundation funding than all other counties in the region.

Figure 1: Foundation Funding Received, 2006-2016

County	Amount of Foundation Funding
San Francisco	\$ 11,573,030,227
Santa Clara	\$ 5,824,667,204
Alameda	\$ 5,871,248,162
San Mateo	\$ 1,188,852,757
Marin	\$ 753,628,052
Contra Costa	\$ 592,123,662
Sonoma	\$ 376,295,677
Napa	\$ 114,904,480
Solano	\$ 24,626,060
Total	\$ 26,319,376,281

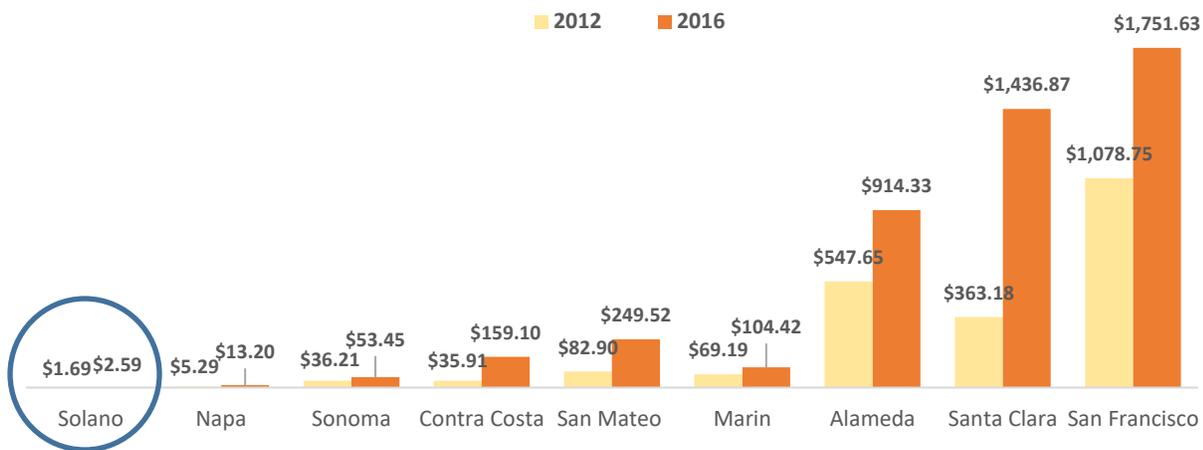
² The Foundation Center updates their database weekly with corrected tax information; the most recent data shows that foundation spending per capita was \$4 in 2012, as not \$3 as had been reported in earlier data.

³ The data in this report come from foundations’ 990 and 990-PF tax forms as catalogued and reported by the Foundation Center. Excluded from the report are funds from entities that do not file these forms, including most faith-based organizations, state institutions, and nonprofits that do not have tax-exempt status.

Strong regional growth in foundation revenue from 2012 to 2016 has yet to reach Solano County.

How has the landscape of foundation funding changed since 2012? The chart below shows that nearly every Bay Area county has seen at least 100% growth in foundation funding since 2012, likely the reflection of the rebounding economy. However, the ripple effects of this growth are slow to reach Solano County; the county was awarded the fewest grant dollars in the most recent year (2016), receiving just 20% of the amount received by the next least resourced county (Napa) and less than 1% of the amount received by the highest resourced county (San Francisco).

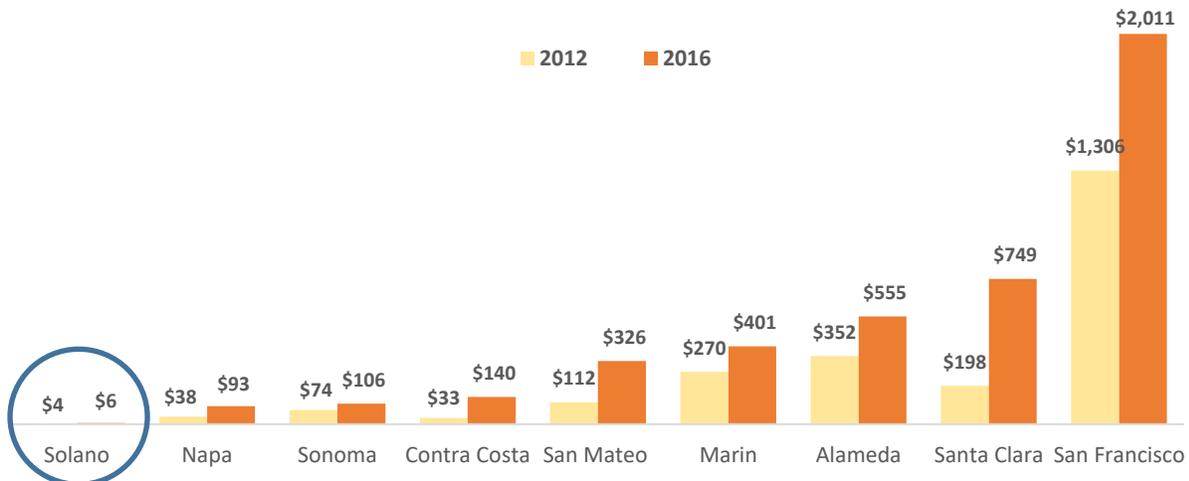
Figure 2: Foundation Dollars Received (in Millions), 2012 and 2016



Note: The Foundation Center updates their database weekly with corrected tax information; therefore the 2012 figures presented here may differ from those reported in 2016.

How is foundation revenue distributed relative to county population size? In 2016, Solano agencies received just \$6 per capita in foundation grants, while Napa County received \$93 per capita. For Solano, the change from 2012 to 2016 was just \$2 per capita in foundation funding, while per capita revenue in Napa County more than doubled and more than tripled in Contra Costa.

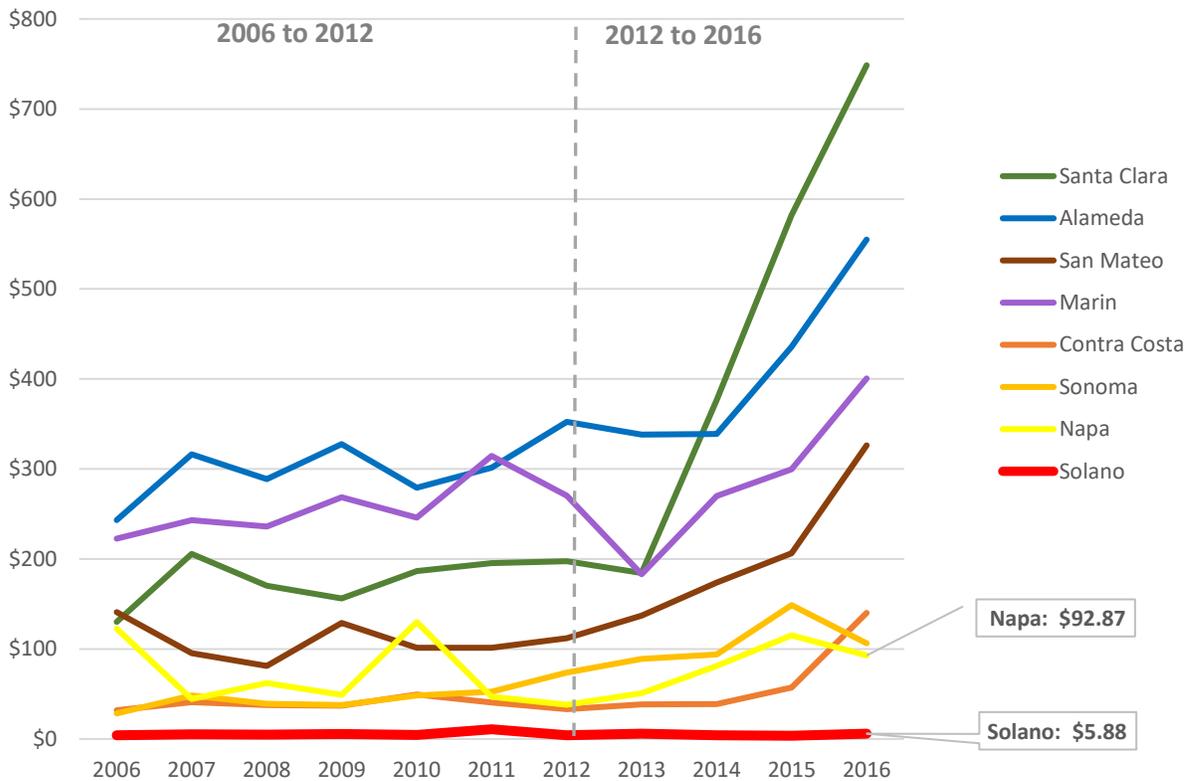
Figure 3: Foundation Dollars Received Per Capita, 2012 and 2016



The gap between counties’ foundation funding per capita widened after 2006 and dramatically so after 2012.

Solano County not only continues to trail other counties in the region in terms of total foundation funding, and funding per capita, but the **gaps in foundation giving between Solano County and other areas of the Bay Area region have actually widened**. Although the foundation dollars per capita received in Solano have increased slightly since 2012, the amount received by most other counties has increased more rapidly over the same time period. Solano’s per capita foundation funding increased by approximately 46% between 2012 and 2016 (from about \$4.03 per capita to \$5.88 per capita). In contrast, foundation funding per capita in other Bay Area counties has increased by as much as 321% in the same 4-year period, with the average growth being 84%. (Though not shown below, San Francisco’s per capita foundation revenue grew from \$1,306 in 2012 to \$2,011 in 2016.) As the chart below illustrates, foundation funding gaps between counties particularly widened from 2012 to 2016, again suggesting that the rising tide of the rebounding economy has yet to reach Solano.

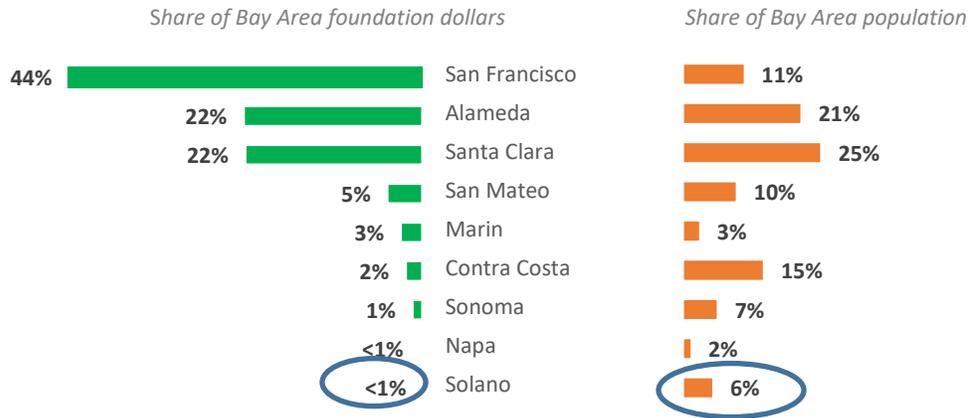
Figure 4: Foundation Dollars Received Per Capita, by Year



The amount of foundation funding a county receives is not linked to population size.

One hypothesis examined in the 2016 *Foundation Giving* report was whether differences in funding are linked to population size. However, the data do not support this theory; as suggested by the funding data reported above, a disproportionate share of the region’s foundation dollars (44%) goes to San Francisco County, which comprises just 11% of the regional population.⁴ Although Solano makes up 6% of the region’s population, it received less than 1% of the foundation funding given in the Bay Area between 2006 and 2016. Foundation funding is therefore not linked to county population sizes.

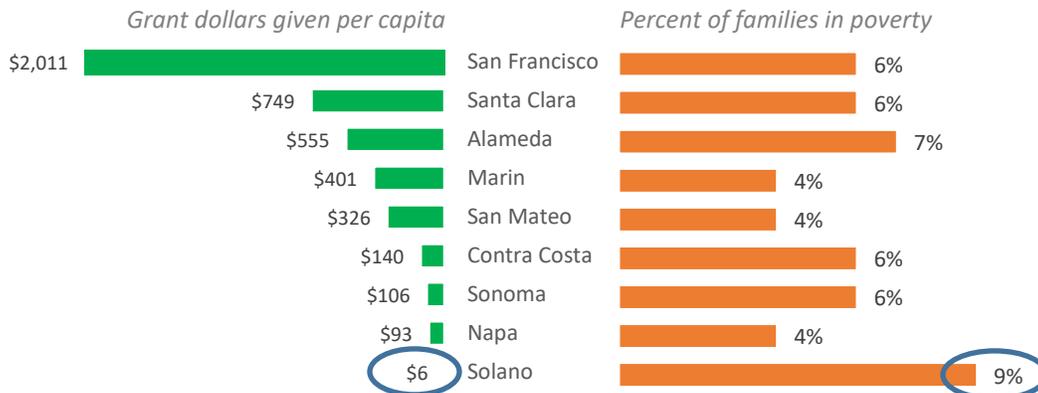
Figure 5: Distribution of Foundation Dollars Across the Bay Area Compared to Population, 2006-2016



The amount of foundation funding received is also not linked to level of county need.

Another hypothesis explored in the 2016 *Foundation Giving* report was that the level of foundation funding in each county was proportional to the level of need in the community. In fact, this hypothesis is also not supported by the data; consistent with what was found in the 2016 study, Solano has the highest rate of family poverty (9%) across the Bay Area,⁵ and yet has the lowest level of foundation funding (overall and per capita). Therefore, the amount of foundation funding is not correlated with community need, as measured by family poverty.

Figure 6: Relationship Between Per Capita Giving and Family Poverty, 2016



⁴ U.S. Census, American Community Survey, 2016 1-year estimates.

⁵ U.S. Census, American Community Survey, 2016 1-year estimates.

Foundation funding still appears to be linked to local nonprofit capacity.

While the amount foundation funding received by a county is not correlated with its population size or level of family poverty, the disproportionality of foundation giving in the Bay Area may be related to the number of nonprofits in each county, and their efficacy in acquiring foundation funding. There is some evidence for this explanation: Solano County has fewer nonprofits per 10,000 residents than all other Bay Area counties, and this did not change from 2012 to 2016.⁶

Figure 7: Number of Nonprofits Per 10,000 Residents, 2012 and 2016

County	Number of Nonprofits, 2012	Number of Nonprofits, 2016	Nonprofits per 10,000 Residents, 2012	Nonprofits per 10,000 Residents, 2016
Marin	2,177	2,359	85.0	90.5
San Francisco	6,330	6,373	76.7	73.2
Napa	797	868	57.3	61.1
Sonoma	2,863	2,875	58.2	57.1
Alameda	7,581	8,524	48.8	51.7
Santa Clara	8,179	9,187	44.5	47.9
San Mateo	3,218	3,547	43.5	46.4
Contra Costa	4,208	4,718	39.0	41.6
Solano	1,508	1,643	35.8	37.3

Furthermore, as in 2012, in 2016 Solano County nonprofits continued to bring in less foundation funding on average than nonprofits in other counties in the region. Solano-based nonprofit leaders surveyed in the 2016 study said that they often lacked the time and resources to apply for foundation funding.

Figure 8: Average Funding Per Nonprofit, 2012 and 2016

County	Ave. Foundation Dollars per Nonprofit, 2012	Ave. Foundation Dollars per Nonprofit, 2016	Percentage Increase, 2012-2016
Marin	\$ 31,781	\$ 44,264	39%
San Francisco	\$ 170,418	\$ 274,851	61%
Napa	\$ 6,634	\$ 15,210	129%
Sonoma	\$ 12,649	\$ 18,593	47%
Alameda	\$ 72,240	\$ 107,265	48%
Santa Clara	\$ 44,404	\$ 156,403	252%
San Mateo	\$ 25,762	\$ 70,347	173%
Contra Costa	\$ 8,534	\$ 33,721	295%
Solano	\$ 1,124	\$ 1,575	40%

⁶ Data on the number of non-profits in each county come from National Center for Charitable Statistics, Urban Institute. (2016). NCCS web tools. <https://nccs.urban.org/sites/all/nccs-archive/html/tablewiz/tw.php>

Efforts to Increase Foundation Giving in Solano County since 2016

While the funding gap between Solano and its neighbors remained as of 2016, recent developments in the county may be helping close this gap.

After the release of the 2016 report, leaders in Solano County began taking action on strategies recommended in the report, including building relationships with funders, clearly communicating the needs of the county to funders, and building nonprofit capacity to attract foundation funding. Below is a summary of actions that took place in 2016 and 2017 and the early outcomes of these efforts.

Solano County partners stepped up outreach and alignment with Bay Area foundations.

In the 2016 study, foundation program officers said that Solano was underfunded because it was simply not “on the radar” of many foundations, and that agency leaders had not communicated to foundations Solano’s unique needs. Foundation program officers interviewed for the 2016 study had also recommended that Solano agencies highlight the alignment of their work with foundation priorities to improve the likelihood of attracting grants.

In response to the feedback from foundation officers, many government and nonprofit leaders in Solano County collaborated to develop a Funders Packet, which included the 2016 *Foundation Giving* report, a county data snapshot, and county profiles for four broad outcome areas – health, safety, education, and self-sufficiency – with each profile listing Solano’s needs, existing assets, and funding opportunities. This Funders Packet is designed to be able to be used by any agency in Solano, and can be supplemented by agency-specific information. The Packet has been used to raise the profile of Solano County and illustrate opportunities for partnerships with philanthropy.

Additionally, Northern California Grantmakers has taken a leadership role in convening Solano stakeholders and philanthropic partners to facilitate continued discussions about how to bring additional resources to Solano County.

Increased connections with funders have translated to increased partnerships.

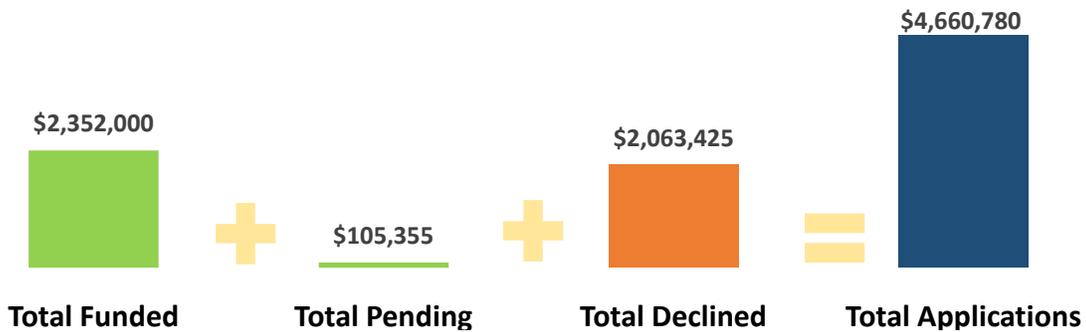
As described above, numerous meetings have been held between individual Solano County agencies and funders to discuss specific local needs and the ways in which those needs align with funders’ priorities. As a result of these meetings, Solano was able to attract several large grants into the county, including those described below:

- **Kaiser Permanente** awarded a \$90,000 grant to fund a campaign to raise community awareness of ACEs through messages via Pandora radio, billboards, and bus ads placed strategically in high-poverty areas in Solano.
- **Tipping Point Emergency Relief Fund** awarded \$500,000 to support Solano residents with job training, job placement coaching, and employment related services, including transportation and child care.
- **Walter S. Johnson Foundation**, provided a \$100,000 grant to fund a Youth Leadership Council to advocate for policies that improve the quality of life for at-risk youth.

- **Yocha Dehe Wintun Nation** awarded Solano County \$1 million to address basic needs and increase free and affordable healthy food options in the county.
- The **Zellerbach Family Foundation** awarded a \$40,000 grant to offer local nonprofit leaders the opportunity to attend the Professional Fundraising and Volunteer Management Program from UC Berkeley Extension.

In addition, Solano County agencies have recently submitted several grant proposals for additional foundation funding. The chart below summarizes the outcome of fundraising efforts by Solano agencies. As a result of relationships with foundations, nearly \$2.5 million in new funding for Solano County has been secured since 2016.

Figure 9: Outcome of Fundraising Efforts by Solano Agencies, 2016-2018



Solano County is increasing its capacity to continue fundraising.

The UC Berkeley Professional Fundraising and Volunteer Management Program mentioned above is helping address another reason cited in the 2016 study that Solano is underfunded, namely the lack of nonprofit capacity to secure sustainable funding for their agencies. This four-month program, which was held in Fall 2017, helped 25 Solano-based nonprofit leaders develop skills in resource development and volunteer recruitment. In addition to building nonprofits’ fundraising capacity through the UC Berkeley training program, a nonprofit capacity assessment was conducted in Solano to inform future capacity building efforts.

Conclusion

The findings from this update to the 2016 *Foundation Giving* study suggest Solano County continues to be under-resourced relative to other Bay Area counties, despite having high levels of family poverty. This is in part due to the fact that there are fewer nonprofits headquartered in Solano County than in other counties in the region, and that some of these nonprofits have limited capacity to successfully forge partnerships with foundations.

Since 2016, county leaders have taken action on the report’s recommendations, including seeking stronger relationships with foundations, communicating the needs of the county and improving the organizational capacity of nonprofits. These steps have yielded early successes, including several large grants to address nonprofit capacity and health and social service needs. These are important developments that may begin to close the regional funding gap and attract the resources needed to support Solano County’s residents.